

## **Donate Life Northwest Strategic Initiatives FY10-FY12**

### **Mission**

To save and enhance lives through the promotion of organ, eye and tissue donation.

### **Vision**

To ensure that everyone waiting for an organ, eye or tissue donation receives one.

**Final Revision 2/17/09**

### **Key Initiatives**

#### **1. Increase Donor Designation**

- a) Establish desired relationship with DMV
  1. Pursue DMV board representation
  2. Evaluate partnership with DMV
- b) Use marketing, surveys, focus groups to motivate to choose donor designation
- c) Target and evaluate key audiences and other community partners

#### **2. Develop and utilize outcome measurements to evaluate fundraising activities and Donate Life Northwest programs**

- a. Develop tools to measure outcomes
- b. Create monthly dashboard and case statements for Board review and for potential supporters

#### **3. Ensure adequate and stable funding**

- a. Increase and maintain Board responsibility for fundraising
- b. Maintain diverse funding source
- c. Increase individual giving

#### **4. Increase visibility of Donate Life Northwest**

- a. Recruit and develop strong leadership within the Board of Directors
- b. Develop opportunities for Board members, staff and volunteers to increase presence in the community
- c. Develop talking points for board and staff
- d. Continue to develop and improve website
- e. Proactively monitor legislative issues that impact Donate Life Northwest in the State Legislature; develop key legislative relationships